



Station Order Revised FL Vote No on 6 Committee

Market: Tampa-St. Petersburg

Flight Dates: Wednesday, October 24, 2012 to Sunday, October 28, 2012

Estimate ID

12168

Contact: Matt Oestreich

Email: moestreich@wfla.com

Phone: 813-221-5742

Fax: 813-275-8835

Direct: 813-314-5462

JM112092801

WFLA-TV

Program Name	DP	Days Length	Gross Rate	Wed	Thu	Fri	Sat	Sun	Total
				Oct 24	Oct 25	Oct 26	Oct 27	Oct 28	
WFLA 5a News 5:00 AM 5:30 AM	EM	M-F 30	\$300.00 \$900.00	1	1	1			3
WFLA 5:30a News 5:30 AM 6:00 AM	EM	M-F 30	\$500.00 \$1,500.00	1	1	1			3
WFLA 6a News 6:00 AM 7:00 AM	EM	M-F 30	\$1,350.00 \$4,050.00	1	1	1			3
Today Show 7:00 AM 9:00 AM	EM	M-F 30	\$1,600.00 \$4,800.00	1	1	1			3
Saturday Today 7:00 AM 9:00 AM	EM	Sa 30	\$750.00 \$750.00				1		1
Sunday Today 8:00 AM 9:00 AM	EM	Su 30	\$1,000.00 \$1,000.00					1	1
Today II 9:00 AM 10:00 AM	DT	M-F 30	\$1,050.00 \$3,150.00	1	1	1			3
The Doctors 3:00 PM 4:00 PM	EF	M-F 30	\$550.00 \$1,650.00	1	1	1			3
Dr. Oz 4:00 PM 5:00 PM	EF	M-F 30	\$1,000.00 \$3,000.00	1	1	1			3
WFLA 5:30p News 5:30 PM 6:00 PM	EN	M-F 30	\$1,700.00 \$1,700.00		1				1
WFLA 6p News 6:00 PM 6:30 PM	EN	M-F 30	\$2,500.00 \$5,000.00	1		1			2
WFLA 7p News 7:00 PM 7:30 PM	EN	M-F 30	\$2,000.00 \$4,000.00		1	1			2

JM
9/27

Chris Vail

Media Strategies and Research

11350 Random Hills Road, Suite 670, Fairfax, Virginia 22030

ChrisV@mediastategies.com

Date/Time Sent: 9/25/2012 4:22:49 PM

WFLA-TV

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					Oct 24	Oct 25	Oct 26	Oct 27	Oct 28	
Ent Tonight	PA	M-F		\$2,000.00	1	1	1			3
7:30 PM 8:00 PM		30		\$6,000.00						
Law & Order SVU	PT	W		\$5,500.00	1					1
9:00 PM 10:00 PM		30		\$5,500.00						
Dateline	PT	F		\$7,500.00			1			1
10:00 PM 11:00 PM		30		\$7,500.00						
WFLA 11p News	LN	M-F		\$2,500.00	1	1	1			3
11:00 PM 11:35 PM		30		\$7,500.00						
Tonight Show	LF	M-F		\$1,000.00	1	1	1			3
11:35 PM 12:37 AM		30		\$3,000.00						
Station Gross Totals				\$61,000.00	12	12	13	1	1	39

Chris Vail

Media Strategies and Research

11350 Random Hills Road, Suite 670, Fairfax, Virginia 22030

ChrisV@mediastrategies.com

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WFLA-TV

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Media Strategies & Research - VA
 11350 Random Hills Road
 Suite 670
 Fairfax VA 22030

Vote No On 6/ Issue
 Submission Number 137 Issue 1



WFLA-TV
 P.O. Box 1410
 Tampa, FL 33601

PHONE (813) 228-8888

Original

Client:	Vote No On 6/ Issue	Submission Cost:	61000	Campaign Ref:	JM112092801
Buyer:	..	Client/Product/Estimate:	.. / 12168	Sales Rep:	WFLA Political
Schedule Dates:	10/22/12 to 10/28/12	Weeks:	1	Order Ref:	
Est./PO Number:		Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Product:	Vote No On 6/ Issue	Booking Group:	WFLA	Key Market:	Tampa-St. Petersburg, FL
Demographic:	(L) Household	Order:			

Ref	Sales Product Details	Rev Type	Rate	Spot Type	Nbr of Spots	10/22	Total	Cost
1	M-F 5a News ..WTF..	01	300	30 Comme	Nbr of Spots	3	3	900
2	M-F 530a News ..WTF..	01	500	30 Comme	Nbr of Spots	3	3	1500
3	M-F 6a News ..WTF..	02	1350	30 Comme	Nbr of Spots	3	3	4050
4	M-F 7a Today Show ..WTF..	02	1600	30 Comme	Nbr of Spots	3	3	4800
5	Sat 7a Today ShowS.	02	750	30 Comme	Nbr of Spots	1	1	750
6	Sun 8a Today ShowS	02	1000	30 Comme	Nbr of Spots	1	1	1000
7	M-F 9a Today Show II ..WTF..	01	1050	30 Comme	Nbr of Spots	3	3	3150
8	M-F 3p Doctors ..WTF..	03	550	30 Comme	Nbr of Spots	3	3	1650
9	M-F 4p Dr Oz	02	1000	30 Comme	Nbr of Spots	3	3	3000
Weekly Totals:						Total Spots(Ord Spots)	39	39

Media Strategies & Research - VA
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 Fairfax VA 22030

Vote No On 6/ Issue
 Submission Number 137 Issue 1



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PHONE (813) 228-8888

Original

Client:	Vote No On 6/ Issue	Submission Cost:	61000	Campaign Ref:	JM112092801
Buyer:	..	Client/Product/Estimate:	.. / 12168	Sales Rep:	WFLA Political
Schedule Dates:	10/22/12 to 10/28/12	Weeks:	1	Order Ref:	
Est/PO Number:		Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/22	Total	Cost
10	M-F 530p News ..WTF.. ...T...	01	1700	30 Comme	Nbr of Spots	1	1700
11	M-F 6p News ..W.F.. ...T...	01	2500	30 Comme	Nbr of Spots	2	5000
12	M-F 7p News ...TF.. ..WTF..	01	2000	30 Comme	Nbr of Spots	2	4000
13	M-F 730p Entertainment Tonight ..WTF..	01	2000	30 Comme	Nbr of Spots	3	6000
14	Wed 9p ET / 8p CT Law & Order SVU ..W....	02	5500	30 Comme	Nbr of Spots	1	5500
15	Fri 10p ET / 9p CT Dateline NBC Friday ...F.. ..WTF..	01	7500	30 Comme	Nbr of Spots	1	7500
16	M-Su 11p News ..WTF..	01	2500	30 Comme	Nbr of Spots	3	7500
17	M-F 1135p ET / 1035p CT Tonight Show ..WTF..	02	1000	30 Comme	Nbr of Spots	3	3000
Weekly Totals: Total Spots(Ord Spots)					39	39	

Grand Totals

Month 10 Weeks: 4

Totals

Spots

39

10/22

39

		Month 10 Weeks: 4	
		10/22	
Totals		61000	
Cost		61000	

Grand Totals:

Spots:	39
Gross Total:	61,000.00
Commission:	9,150.00
Net Total:	51,850.00